

1

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

$$SC^*$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$300.00	10/03-10/05	6	1	6	\$1,800.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$300.00	10/08-10/09	4	1	4	\$1,200.00	
		Buyline Comment: NEWS										
	3	M-TU	6A-7A	NEWS	:30	\$450.00	10/08-10/09	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	4	W-F	6A-7A	NEWS	:30	\$450.00	10/03-10/05	6	1	6	\$2,700.00	
		Buyline Comment: NEWS										
	5	W-F	7A-9A	TODAY	:30	\$600.00	10/03-10/05	6	1	6	\$3,600.00	
		Buyline Comment: TODAY										
	6	M-TU	7A-9A	TODAY	:30	\$600.00	10/08-10/09	4	1	4	\$2,400.00	
		Buyline Comment: TODAY										
	7	M-TU	9A-10A	TODAY2	:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
		Buyline Comment: TODAY2										
	8	W-F	9A-10A	TODAY2	:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
		Buyline Comment: TODAY2										
	9	W-F	10A-11A	TODAY 3	:30	\$225.00	10/03-10/05	3	1	3	\$675.00	
		Buyline Comment: TODAY 3										
	10	M-TU	10A-11A	TODAY 3	:30	\$225.00	10/08-10/09	2	1	2	\$450.00	
		Buyline Comment: TODAY 3										

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () HELLER FOR SENATE
 Product HELLER FOR SENATE
 Estimate#
 Buyer NEIL WILLIAMS
 Phone#
 Fax#

Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/03/2012 - 10/09/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	11A-12P	RR	:30	\$225.00	10/08-10/09	2	1	2	\$450.00	
				Buyline Comment: RR								
	12	W-F	11A-12P	RR	:30	\$225.00	10/03-10/05	3	1	3	\$675.00	
				Buyline Comment: RR								
	13	W-F	12P-1230P	NEWS	:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	14	M-TU	12P-1230P	NEWS	:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	15	M-TU	1230P-1P	AGENDA	:30	\$225.00	10/08-10/09	2	1	2	\$450.00	
				Buyline Comment: AGENDA								
	16	W-F	1230P-1P	AGENDA	:30	\$225.00	10/03-10/05	3	1	3	\$675.00	
				Buyline Comment: AGENDA								
	17	W-F	1P-2P	DAUS	:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
				Buyline Comment: DAUS								
	18	M-TU	1P-2P	DAYS	:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
				Buyline Comment: DAYS								
	19	M-TU	2P-3P	DRS	:30	\$225.00	10/08-10/09	2	1	2	\$450.00	
				Buyline Comment: DRS								
	20	W-F	2P-3P	DRS	:30	\$225.00	10/03-10/05	3	1	3	\$675.00	
				Buyline Comment: DRS								
	21	W-F	3P-4P	PHIL	:30	\$300.00	10/03-10/05	3	1	3	\$900.00	
				Buyline Comment: PHIL								

2
3
4

540
845

Daypart

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA SVCS Rep Firm () PHILADELPHIA
 Advertiser () HELLER FOR SENATE 3299 K STREET NW SUITE #200 Sales Office () AMY MCCREARY
 Product HELLER FOR SENATE WASHINGTON, DC 20007 Salesperson ()
 Estimate# NEIL WILLIAMS Agency C/P1/P2/E 10/03/2012 - 10/09/2012 Salesperson Phone# 215-568-6540
 Buyer NEIL WILLIAMS Flight Dates Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	SU	4P-515P	Buyline Comment: FNIA	:30	\$1,600.00	10/07-10/07	1	1	1	\$1,600.00	
	56	SU	515P-830P	Buyline Comment: SNF	:30	\$8,000.00	10/07-10/07	1	1	1	\$8,000.00	
	57	SU	8P-9P	Buyline Comment: SNF-POSTGAME	:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
	58	SU	1130P-12A	Buyline Comment: SPORTS NIGHT	:30	\$200.00	10/07-10/07	1	1	1	\$200.00	

---REPORT TOTALS---

Report Totals: 134 / \$82,725.00

---SALES MONTHLY TOTALS---

Oct 12: 134 / \$82,725.00
 Sales Totals: 134 / \$82,725.00
 Station Totals: 134 / \$82,725.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$285,253

CATV	0%	KBLR	0%	KING	0%	KLAS	26%	KSNV	29%
KTNV	18%	KTUD	1%	KVCW	1%	KVMY	1%	KVVU	24%
XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
 Demos RA35+

Rep Order# 6832081 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104407 Printed: 07/18/2012 10:33 AM 7 of 7
EC'd Yes Last Received: 07/12/2012 4:05 PM Showing Buylines: All Lines

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Product	HELLER FOR SENATE	WASHINGTON, DC 20007		Salesperson	() AMY MCCREARY
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-568-6540
Buyer	NEIL WILLIAMS	Flight Dates	10/03/2012 - 10/09/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

— CREDIT RISK —
CASH IN ADVANCE